



COMMANDER IN CHIEF PACIFIC

CAMP H. M. SMITH, HAWAII 96861

CINCPACINST 3800.3

223C

22 June 1978

CINCPAC INSTRUCTION 3800.3

Subj: Evaluation of General Intelligence Products

Ref: (a) CINCPACINST C3890.1 (series), Management of General Intelligence Production

Encl: (1) Sample Standard User Evaluation

1. Purpose. To provide guidance for the evaluation of intelligence products published in PACOM; to establish procedures for coordination, standardization and monitoring of intelligence product evaluation; and to promulgate a standard evaluation questionnaire to be used for intelligence products in PACOM.

2. Background. By reference (a), CINCPAC is charged with developing and promulgating production guidance. One of the indispensable tools of production management is an evaluation system which provides the producer with feedback from the user about each product. To strengthen the evaluation program in PACOM and ensure that limited intelligence production assets are being applied against the most critical user requirements, producers will conduct an evaluation of all scheduled production using a standard evaluation form similar to the sample at enclosure (1) or a more detailed form tailored to the specific product. The Standard User Evaluation is provided as an evaluation means which requires a relatively low level of manpower to be completed by the user and analyzed by the producer. Detailed evaluation forms tailored to specific products may be used in lieu of the standard evaluation form but are required on those products where the standard evaluation indicates further information is necessary.

3. Responsibilities

a. Director for Intelligence, Headquarters PACOM will:

(1) Provide all PACOM intelligence producers with a sample user evaluation questionnaire, enclosure (1).

(2) Validate requests from national level agencies for results of evaluation programs conducted in PACOM and provide consolidated responses thereto.

S A M P L E

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STANDARD USER EVALUATION

(FOR PACOM USERS ONLY)

A survey is required for all intelligence products published in PACOM to assist in evaluating the need for, and utilization of these products on a continuing basis. The information obtained from this questionnaire will be useful in determining how responsive and effective this product is to customers like yourself.

It is recognized that intelligence organizations are major users of these products. However, since intelligence products are designed to support operational and staff functions, every effort should be made in completing this questionnaire to reflect the needs and views of the consumer who uses the content of this product as the basis for plans and decisions affecting operational and support functions.

Your comments are earnestly solicited. Comments may be used to generate a tailored questionnaire to determine needed revisions to a particular product or to revise distribution.

-----DETACH-----

1. Product identification number/date _____

2. Was the number of copies received adequate? YES NO

3. Do you wish to stay on distribution for future revisions for this product? _____

4. Does the style and format suit your needs? _____

5. Circle the number(s) in each category below most appropriate to your use of the product:

<u>USEFULNESS</u>	<u>ORIGINALITY</u>	<u>TIMELINESS</u>	<u>USERS</u>
1) Very Useful	1) All original	1) Timely	1) Commander
2) Moderately useful	2) Mostly original	2) Current	2) Intel Staff
3) Marginally useful	3) Some original	3) Needs more frequent updates	3) Other Staff
4) Not used	4) None original	4) Outdated	4) Other

NAME	RANK	TITLE	ORGANIZATION	PHONE
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ENCLOSURE (1)